

**LISTING OF THE CLAIMS**

The following is a complete listing of all the claims in the application, with an indication of the status of each:

- 1     1. (Canceled)
- 1     2. (Canceled)
- 1     3. (Canceled)
- 1     4. (Previously presented) The method of claim 43, wherein the business solution is a  
2     general business solution based on the selected dynamic set of questions and the specific  
3     industry.
- 1     5. (Original) The method of claim 4, further comprising the step of providing a specific  
2     business solution based on the general business solution, wherein the general business  
3     solution and the specific business solution are stored in a database and are provided based  
4     on a set of rules.
- 1     6. (Original) The method of claim 5, wherein the specific business solution is  
2     transparent to a user.
- 1     7. (Original) The method of claim 5, further comprising the step of ranking one of the  
2     general business solution and specific business solution in order of business priority  
3     based on ranking rules.
- 1     8. (Previously presented) The method of claim 7, further comprising the step of storing

2 the selective dynamic set of questions, the business measures, the specific industry code  
3 and the responses to the selective dynamic set of questions in the database.

1 9. (Previously presented) The method of claim 43, wherein the business measure is a  
2 business specific measure defined as one of inventory, revenue, costs of goods sold,  
3 selling and administrative expenses, fixed assets, accounts receivable, and accounts  
4 payable.

1 10. (Previously presented) The method of claim 9, wherein the selected dynamic set of  
2 questions are questions based on the specific industry and the business measure.

1 11. (Canceled)

1 12. (Previously presented) The method of claim 43, further comprising the step of  
2 providing rules for determining the next question based on the previous answer.

1 13. (Original) The method of claim 12, wherein the rules determine whether the next  
2 question is a duplicate of a previous question such that the previous question is selected  
3 only once.

1 14. (Original) The method of claim 13, wherein the rules determine that no further  
2 question is selected.

1 15. (Previously presented) The method of claim 43, further comprising the step of  
2 providing quantitative dynamic set of questions based on the selective dynamic set of  
3 questions and the response.

1 16. (Previously presented) The method of claim 15, further comprising the step of  
2 providing a financial analysis of the business solution based on at least one quantitative  
3 response to the quantitative dynamic set of questions.

1 17. (Original) The method of claim 16, wherein the financial analysis is a rate of return  
2 (ROR), a return on investment (ROI) or a return on assets (ROA).

1 18. (Canceled)

2

1 19. (Canceled)

1 20. (Previously presented) The method of claim 43, further comprising the step of  
2 ranking one of the general business solution and the specific business solution in order of  
3 business priority based on ranking rules.

1 21. (Previously presented) The method of claim 43, further comprising the step of  
2 providing rules, wherein the rules at least (i) determine a next question based on a  
3 previous answer, (ii) determine that no further question needs to be selected and  
4 (iii) determine whether the next question is a duplicate of a previous question such that  
5 the previous question will only be presented once.

1 22. (Previously presented) The method of claim 43, further comprising the steps of:  
2 providing at least one quantitative question based on the response; and  
3 providing a financial analysis of the business solution based on at least one  
4 quantitative response to the at least one quantitative question.

1 23. (Canceled)

1 24. (Canceled)

1 25. (Previously presented) The system of claim 44, further comprising means for  
2 providing a specific business solution based on a general business solution of said general  
3 or specific business solutions.

1 26. (Original) The system of claim 25, further comprising means for generating rules,  
2 the generating rules means providing (i) the selected metrics based on the responses,  
3 (ii) the general business solution based on the responses and the specific industry and  
4 (iii) the specific business solution based on the general business solution.

1 27. (Previously presented) The system of claim 26, further comprising means for storing  
2 the dynamic set of questions, the responses, the general business solution and the specific  
3 business solution.

1 28. (Original) The system of claim 25, further comprising means for providing a  
2 financial analysis of one of the general business solution and the specific business  
3 solution based on quantitative responses.

1 29. (Previously presented) The system of claim 44, wherein:  
2 the computer-implemented means for permitting a user to select one or a plurality  
3 of business measures is comprised of a business driver module which stores business  
4 measures associated with a specific industry;  
5 the computer-implemented means for presenting a dynamic set of questions is  
6 comprised of a business metrics module which stores questions associated with the  
7 specific industry and at least one selected business measure stored in the business driver  
8 module; and

9           the means for using a computer to analyze a user's answers to the dynamic set of  
10 questions and to provide general or specific business solutions as determined by an  
11 analysis of said user's answers is comprised of a business solution module which  
12 provides business solutions based on responses to selected questions stored in the  
13 business metrics module and the specific industry.

1     30. (Original) The system of claim 29, further comprising a quantitative metrics module  
2 associated with the business solution module, the quantitative metrics module storing  
3 specific quantitative questions.

1     31. (Original) The system of claim 30, further comprising a financial analysis module  
2 which calculates financial benefits of the business solution based on quantitative  
3 responses to selected specific quantitative questions stored in the quantitative metrics  
4 module.

1     32. (Original) The system of claim 30, further comprising a rules module which  
2 generates rules, the rules being used to determine the business solution based on the  
3 responses and pertinent questions to provide to a user based on the responses.

1     33. (Original) The system of claim 32, further comprising a database which stores the  
2 business driver module, the business metrics module, the responses and the business  
3 solution module.

1     34. (Original) The system of claim 30, wherein the business driver module, the business  
2 metrics module and the business solution module are accessed by one of a web page  
3 resident on a server, a telephone and a personal digital assistant.

1     35. (Canceled)

1 36. (Canceled)

1 37. (Previously presented) The machine readable code of claim 45, wherein the business  
2 solution is one of a general business solution and a specific business solution.

1 38. (Original) The machine readable code of claim 37, further comprising the step of  
2 ranking the business solution in order of business priority based on ranking rules.

1 39. (Previously presented) The machine readable code of claim 37, wherein the business  
2 measure is a business specific measure defined as one of inventory, revenue, costs of  
3 goods sold, selling and administrative expenses, fixed assets, accounts receivable, and  
4 accounts payable.

1 40. (Previously presented) The machine readable code of claim 45, further comprising  
2 the step of providing rules for determining a next question of the selective dynamic set of  
3 questions based on a previous response to the selective dynamic set of questions.

1 41. (Previously presented) The machine readable code of claim 45, further comprising  
2 the step of providing quantitative questions based on the selective dynamic set of  
3 questions and the response.

1 42. (Previously presented) The machine readable code of claim 45, further comprising  
2 the step of providing a financial analysis of the business solution based on at least one  
3 quantitative response to a quantitative question from the dynamic set of questions.

1 43. (Currently amended) A computer-implemented method of providing business  
2 solutions over an interactive communications medium, comprising the steps of:

3           permitting a user to select an industry from a set of industries electronically stored  
4           in a database for which business solutions are available,

5           permitting a user to select one or a plurality of business measures from a set of  
6           business measures electronically stored in a database, wherein each business measure is  
7           associated with a particular financial aspect of a selected industry,

8           using a computer to assist a user in performing a qualitative assessment on a each  
9           one of said selected one or a plurality of business measures based on benchmarks relevant  
10          to a selected industry,

11          presenting a dynamic set of questions based on said qualitative assessment from  
12          among questions electronically stored in a database which relate to selected business  
13          measures of a selected industry, such that questions for a user can be applied to database  
14          contents for a plurality of purposes, one of said purposes being to permit a next question  
15          to be based on a previous question and a previous answer, and permitting a user to answer  
16          said dynamic set of questions,

17          using a computer to analyze a user's answers to said dynamic set of questions and  
18          to determine general or specific business solutions based on an analysis of said user's  
19          answers, and providing said general or specific business solutions to said user, **and**

20          using a computer to analyze a specific business solution and to perform a financial  
21          analysis based on a selected industry, business measures and associated benchmarks,  
22          wherein said financial analysis is a return on investment analysis; and

23          selecting a specific industry code associated with the selected industry.

1       44. (Currently amended) A system for providing business solutions over an interactive  
2       communications medium, comprising the steps of:

3           computer-implemented means for permitting a user to select an industry from a  
4           set of industries electronically stored in a database for which business solutions are  
5           available,

6 computer-implemented means for permitting a user to select one or a plurality of  
7 business measures from a set of business measures electronically stored in a database,  
8 wherein each business measure is associated with a particular financial aspect of a  
9 selected industry,

10 means for using a computer to assist a user in performing a qualitative assessment  
11 on a each one of said selected one or a plurality of business measures based on  
12 benchmarks relevant to a selected industry,

13 computer-implemented means for presenting a dynamic set of questions based on  
14 said qualitative assessment from among questions electronically stored in a database  
15 which relate to selected business measures of a selected industry, such that questions for a  
16 user can be applied to database contents for a plurality of purposes, one of said purposes  
17 being to permit a next question to be based on a previous question and a previous answer,  
18 and permitting a user to answer said dynamic set of questions,

19 means for using a computer to analyze a user's answers to said dynamic set of  
20 questions and to determine general or specific business solutions based on an analysis of  
21 said user's answers, and providing said general or specific business solutions to said user,  
22 and

23 means for using a computer to analyze a specific business solution and to perform  
24 a financial analysis based on a selected industry, business measures and associated  
25 benchmarks, wherein said financial analysis is a return on investment analysis; and

26 means for using a computer to select a specific industry code associated with the  
27 selected industry.

1 45. (Currently amended) A machine readable medium containing code for instructing a  
2 computer to provide business solutions over an interactive communications medium, the  
3 code implementing the steps of:

4 instructing a computer to permit a user to select an industry from a set of  
5 industries electronically stored in a database for which business solutions are available,



6           instructing a computer to permit a user to select one or a plurality of business  
7           measures from a set of business measures electronically stored in a database, wherein  
8           each business measure is associated with a particular financial aspect of a selected  
9           industry,

10          instructing a computer ~~to permit~~ to assist a user in performing a qualitative  
11          assessment on a each one of said selected one or a plurality of business measures based  
12          on benchmarks relevant to a selected industry

13          instructing a computer to present a dynamic set of questions based on said  
14          qualitative assessment from among questions electronically stored in a database which  
15          relate to selected business measures of a selected industry, such that questions for a user  
16          can be applied to database contents for a plurality of purposes, one of said purposes being  
17          to permit a next question to be based on a previous question and a previous answer, and  
18          permitting a user to answer said dynamic set of questions,

19          instructing a computer to analyze a user's answers to said dynamic set of  
20          questions and to determine general or specific business solutions based on an analysis of  
21          said user's answers, and providing said general or specific business solutions to said user,  
22          and

23          instructing a computer to analyze a specific business solution and to perform a  
24          financial analysis based on a selected industry, business measures and associated  
25          benchmarks, wherein said financial analysis is a return on investment analysis, and

26          instructing a computer to select a specific industry code associated with the  
27          selected industry.